



To: FCC Commission

From: Rex Hansen, Vice-President/General Manager
Journal Broadcast Group—Springfield, MO
KTTS-FM/KSGF-AM/KSGF-FM/KZRQ-FM/KSPW-FM

Journal Broadcast Group, Inc.
Springfield Operations
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Re: MB Docket No 04-233

At Journal Broadcast Group, part of our mission is to be a leader in our market by providing the highest-quality product and services to our listeners—to be market-centric.

RADIO:

KTTS-FM 94.7

KSPW-FM 96.5

KSGF-AM 1260

KSGF-FM 104.1

KZRQ-FM 106.7

We operate five radio stations in Springfield, Missouri. The following is a description of how our Contemporary Hit station, Power KSPW-FM 96.5, serves the community.

▪ **LOCAL NEWS**

Our air talent reflects the news of the day in their show. KSPW does not air hourly newscasts; however, when a major story breaks, we interrupt our regular programming to bring important information to our audience.

▪ **LOCAL PUBLIC AFFAIRS**

Although not regularly scheduled events, KSPW airs interviews with representatives from local non-profit organizations or other community leaders who discuss topics of interest to our audience. More importantly, we work in an ongoing manner with area organizations to fight problems with drugs and alcohol.

▪ **LOCAL PROGRAMMING POLICIES**

KSPW attempts to discover local programming interests in a variety of ways. We regularly conduct listener advisory panels and we routinely respond to all letters and emails from listeners who have suggestions or feedback concerning our station. Additionally, we conduct annual auditorium music tests. We maintain a working relationship with the Community Partnership of the Ozarks, which keeps us informed on issues of importance and concern that need to be covered for our community.

- **COMMUNITY-RESPONSIVE PROGRAMMING**

Our relationship with the community group, Community Partnership of the Ozarks, again plays a role in keeping us on track with community-responsive programming. The group targets teens and young adults, which mirrors our audience. We have teamed with the Partnership on several issues confronting our listeners, such as: Prom Night underage drinking, underage smoking, and the Youth Yellow Pages.

We also are involved with many local nightclubs, so we strongly endorse programs that convey information and cautions concerning the “Don’t Drink and Drive” issue. That endorsement includes PSAs, liners, and on-location support during our remotes.

- **POLITICAL PROGRAMMING**

We examine all the political issues, and air information on ballot issues that we feel affects our audience--ones on which we believe they feel a connection. An example of such an issue that merited on-air discussion was a recent ballot issue concerning approval of riverboat gambling in Rockaway Beach, one of our nearby communities.

We strongly advocate voter registration and the political process. Because they have the lowest voter participation, our emphasis is the 18-24 year-olds. We make it our mission to encourage their participation, and we do so through PSAs, website information and live personality mentions on the air.

- **EMERGENCY PROGRAMMING**

Our sister stations, KTTS and KSGF-AM/FM have an extensive storm team in-house. KSPW utilizes that team to pass along weather-related information to our listeners, particularly during severe weather. The ten-member news/weather team uses the NEXRAD radar system to pinpoint severe storms and their characteristics, and KSPW is able to give constant updates with information the team provides.

We partnered with the Red Cross when devastating tornados hit parts of the Ozarks. Our station made a call-to-action to collect funds, water and supplies for the hardest-hit towns.

We air all EAS announcements, and we are an active participant in the Amber Alert, airing four alerts since joining the program.

- **PARTICIPATION IN COMMUNITY ACTIVITIES**

KSPW participates in “Vids 4 Kids”, which is a program that collects videos for the Children’s Miracle Network. The entire air staff answers phones during CMN’s yearly telethon.

We hold an annual Pet Costume Contest, in which we speak with members of the Southwest Humane Society. Listeners are encouraged to donate needed supplies to the organization.

Program Director, Chris Canon, and morning personality, Dawn McClain, attend Community Partnership of the Ozark meetings to keep informed on issues of importance and help craft programs to support the organization. Our General Manager is active with the Good Community Committee and local Chamber of Commerce.

Thus far in 2004, we have provided air time and space on the station website for more than a dozen community events.

KSPW is the number one radio station in this area for young adults, and, as such, we appreciate the responsibility and opportunity that we have to serve the unique needs of that age group. Our staff works hard to communicate with our listeners in a way they understand, because we know that by doing so, we gain their trust and influence their actions. We can think of no better way to impact the future of our community than by continuing to support our young adults and provide them with pertinent information that helps them make positive and informed decisions concerning their lives.

Thank you for allowing me to tell you about KSPW-FM in Springfield, Missouri. We believe we are in contact with the needs of our community and are serving our listeners' interests without additional regulations from the FCC.

Sincerely,

A handwritten signature in black ink, appearing to read "Rex Hansen". The signature is fluid and cursive, with the first name "Rex" being more prominent than the last name "Hansen".

Rex Hansen
Vice-President/General Manager
Journal Broadcast Group
KTTS-FM
Springfield, MO